



## **EXECUTIVE DIRECTOR/STAFF REPORT:** November 2009

- **Visitor Guide Fulfillments** Mail: **2,127** e-Brochures: **926** Downloads: **11**
  - Tour Texas – 137
  - Southern Living – 383
  - Texas Monthly – 93
  - See Texas First – 15
  - Discover Texas – 25
  - Albuquerque Balloon Fiesta – 1,474
  - See Texas First e-Brochure – 926
  - Tour Texas PDF Downloads – 11
- **Convention Groups Serviced:**
  - (5) Groups: Holladay Tours, ReCreation Tours, TEEX, TESA & Cirque du Soleil
- **Site Inspections:**
  - Stars Figure Skating Club, Arena
  - Metroplex Gymnastics, Conference Center
  - SWAEHC, Embassy Suites & Conference Center
  - Prime Time Sports, Conference Center & Arena
- **Day Trips Generated:**
  - Royce City Senior Center for December 7<sup>th</sup>, 2009
- **Meetings/Events Attended:**
  - NFL FAM Pre-Con, Site inspections, sponsor events
  - Master Kim, Taekwondo Events
  - Grand Park Sub Committee & Monthly Meetings
  - Frisco Wayfinding
  - CVB Annual IT Meeting
  - Met w/Park & Recreations, re: Possible National Paintball Event
  - MPI Monthly Meeting
  - SFSC, re: 2010 Skate America Event
  - Frisco Soccer Association re: Winter Games
  - Lakes Tennis Academy
  - David Stephens, re: Signed Agreements for hotels, The Arena & FISC
  - Destination Frisco
  - Tim Goodwin w/Superdome, re: 2010 USA Cycling Masters Track National Championship, Awarded to Frisco
  - Selected 'David Green' as new Telemarketing Firm for CVB

- Wes Grandstaff w/Next Level Baller, re: Basketball Tournaments
  - North Dallas CVB Alliance luncheon
- **Presentations:**
  - Monthly Report to City Council
  - City Hall 101
- **Sales Missions/Travel:**
  - None
- **Special Projects**
  - NFL FAM Visit
  - Collin College Student Presentations
  - Shop Frisco Wrap-Up
  - Winter Games Promotional Items & Amenities
  - Dealey Group, 1<sup>st</sup> Draft of new Official Visitors Guide